

# Sequential method of client portfolio optimization

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## Abstract

© Medwell Journals, 2017. The study proposes a technique to optimize work with clients in order to create a client-oriented business through the use of analytical marketing methods. The following tools are proposed to optimize the customer portfolio: ABC analysis of consumer purchases and producer's profits as the, study of the client life cycle in terms of purchases and profits; modified BKG matrices of customer purchases and profits. To develop a customer interaction strategy based on the results of the proposed algorithm, the researcher developed a matrix for client base consolidated analysis.

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## Keywords

ABC analysis, BKG, Client life cycle, Client-oriented business, Marketing methods, Portfolio methods

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